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AUG 28 2006

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named  
Inventor : Cung Ngoc Phan

Appln. No.: 09/763,543

Filed : December 13, 2003

For : IN-STORE CUSTOMER DISPLAY  
DEVICE AND METHOD

Docket No.: M61.12-0298

Group Art Unit: 2163

Examiner: ---

## STATEMENT UNDER 37 C.F.R. § 3.73 (b)

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450I HEREBY CERTIFY THAT THIS PAPER IS BEING  
SENT BY U.S. MAIL, FIRST CLASS, TO THE  
COMMISSIONER FOR PATENTS, P.O. BOX 1450,  
ALEXANDRIA, VA 22313-1450, THIS

19th DAY OF

PATENT ATTORNEY

Sir:

Microsoft Corporation is the owner of the entire right, title and interest in the patent application identified above by virtue of either:

- A. [X] An assignment from the inventor(s) of the patent application identified above. The assignment was recorded in the Patent and Trademark Office at Reel 015659, Frame 0022, or a copy of which is attached.

The undersigned (whose title is supplied below) is empowered to act on behalf of the assignee.

Signature: 

Dated: 4-19-5

Name : Joseph R. KellyTITLE: Patent Attorney, Reg. No. 34,847

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PTO/SB/90 (12-03)

Approved for use through 11/30/2005. OMB 0651-0035  
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## POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

I hereby appoint:

☒ Practitioners associated with the Customer Number:

27366

OR

☐ Practitioner(s) named below (if more than ten patent practitioners are to be named, then a customer number must be used):

Name	Registration Number

as attorney(s) or agent(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignment documents attached to this form in accordance with 37 CFR 3.73(b).

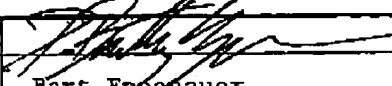
Assignee Name and Address:

Microsoft Corporation  
One Microsoft Way  
Redmond, WA 98052

A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/96 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.

## SIGNATURE of Assignee of Record

The individual whose signature and title is supplied below is authorized to act on behalf of the assignee

Name			
Signature	Bart Eppenauer	Date	
Title	Assistant Secretary	Telephone	425 703-0645

This collection of information is required by 37 CFR 1.31 and 1.33. The information is required to obtain or retain a benefit by the public which is so filed (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1460, Alexandria, VA 22318-1460. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

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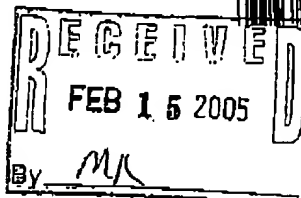
## UNITED STATES PATENT AND TRADEMARK OFFICE

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND  
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

FEBRUARY 08, 2005

PTAS

WESTMAN, CHAPLIN & KELLY, P.A.  
JOSEPH R. KELLY  
900 SECOND AVENUE SOUTH  
MINNEAPOLIS, MN 55402



\*102811945A\*

UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 08/09/2004

REEL/FRAME: 015659/0022  
NUMBER OF PAGES: 2

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).  
DOCKET NUMBER: M61.12-0298

ASSIGNOR:  
PHAN, CHUNG N.

DOC DATE: 05/14/2002

ASSIGNEE:  
SALES MANAGEMENT SYSTEMS, INC.  
5109-C2 EAST LA PALMA AVE.  
ANAHEIM, CALIFORNIA 92807

SERIAL NUMBER: 09736543

FILING DATE: 12/13/2000

PATENT NUMBER:

ISSUE DATE:

TITLE: IN-STORE CUSTOMER DISPLAY DEVICE AND METHOD

015659/0022 PAGE 2

JEFFREY OLSEN, EXAMINER  
ASSIGNMENT DIVISION  
OFFICE OF PUBLIC RECORDS

08-11-2004

AUG 28 2006

PATENT RECORDATION  
COVER SHEET

102811945

Attorney Docket No.  
M61.12-0297

To the Director of the U.S. Patent and Trademark Office: Please record the attached original document or copy thereof.

1. Name of conveying party(ies) **FINANCE SECTION 6-9-04**  
(1) Cung N. Phan  
(2) ---  
(3) ---

Additional name(s) of conveying party(ies) attached? [ ] Yes [ ] No

2. Name and address of receiving party(ies):

Name: Sales Management Systems, Inc.  
Internal Address:  
Street Address: 5109-C2 East La Palma Ave.  
City Anaheim State CA ZIP 92807

Additional name(s) &amp; address(es) attached? [ ] Yes [ ] No

## 3. Nature of Conveyance:

☒ Assignment [ ] Merger  
☐ Security Agreement  
☐ Change of Name [ ] OtherExecution Date: May 14, 2002

## 4A. Application No.(s)

---

If this document is being filed together with a new application, the execution date(s) of the Declaration of the application is: ---

Additional numbers attached? [ ] Yes [ ] No

## 4B. Patent No.(s)

Additional numbers attached? [ ] Yes [ ] No

## 5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Joseph R. Kelly  
Street Address: Westman, Champlin & Kelly, P.A.  
Suite 1600  
International Centre  
900 Second Avenue South  
City: Minneapolis State: MN ZIP 55402

## 6. Total number of applications and patents involved: [---]

7. Total fee (37 CFR 3.41): .....\$ 40.00

## 8. Method of Payment

☒ Enclosed  
☒ The Director is authorized to charge payment of any additional recording fees or credit any overpayment to deposit account No. 23-1123.

08/10/2004 DBYRME 00000142 09736543

01 FC:8021

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## 9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Joseph R. Kelly  
Name of Person Signing8-5-4  
Date

Total number of pages submitted: [---]

AUG 28 2006

05/16/2002 10:21 FAX 949 780 6301  
05/14/2002 19:03 714 311508BROBECK IRVINE  
SMS009/009  
PAGE 07PATENT ASSIGNMENT

This Patent Assignment ("Assignment") is effective as of the 14<sup>th</sup> day of May, 2002, by and between Sales Management Systems, Inc., a Nevada corporation ("Company"), and Cung Phan, an individual and a resident of the state of California ("Assignor").

WHEREAS, Assignor has rights in U.S. Patent Application No. 09/736,554 entitled "System and method for distributing in real-time, inventory data acquired from in-store point of sale terminals", dated December 13, 2000; U.S. Patent Application No. 09/736,543 entitled "In-store customer display device and method", dated December 13, 2000; and U.S. Patent Application No. 09/756,591 entitled "System and method for controlling access to user interface elements", dated January 8, 2001 (collectively, the "Patent Applications").

WHEREAS, Assignor desires to assign all of his right, title and interest in and to the Patent Applications, and the Company desires to acquire the entire right, title and interest in and to the Patent Applications.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby acknowledges and agrees to the following:

Assignor does hereby acknowledge that Assignor has irrevocably sold, assigned, transferred and set over, and does hereby irrevocably sell, assign, transfer and set over, unto the Company, its successors, legal representatives and assigns, the entire right, title and interest (including any and all patent rights, copyrights, mask work rights, trade secret rights, trademark rights, sui generis database rights, rights of publicity, rights of privacy, moral rights and all other intellectual and industrial property rights of any kind anywhere in the world) in, to and under: (i) the Patent Applications and all applications and Letters Patent of the United States which may be filed and/or granted thereon and all divisions, reissues, renewals, continuations, continuations in-part and extensions thereof; (ii) all rights of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention which may henceforth be substituted for it; (iii) all applications and patents which may hereafter be filed and/or granted for any of the inventions described in the Patent Applications in any country or countries foreign to the United States and all divisions, reissues, renewals, continuations, continuations in-part and extensions thereof (items (i) through (iii) are collectively referred to as the "Assigned Patents"); and (iv) the right, if any, to sue or bring any action for past, present and future infringement of the Assigned Patents. Assignor hereby authorizes and requests the Commissioner of Patents of the United States, and any official of any country or countries foreign to the United States, whose duty it is to issue patents on applications for aforesaid, to issue all Letters Patent or foreign patents for the applicable Assigned Patents to the Company, its successors, legal representatives and assigns.

Assignor hereby covenants and agrees that Assignor will: (i) cooperate with the Company, its successors, legal representatives and assigns, in the prosecution of U.S. patent applications and foreign counterparts on the inventions described in the Patent Applications and any improvements thereon; (ii) communicate to the Company, its successors, legal representatives and assigns, any facts known to Assignor respecting the Assigned Patents, and testify in any legal proceedings, sign all required papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid the Company, its successors, legal representatives and assigns, to obtain, maintain and enforce proper patent protection for the Assigned Patents in all countries; and (iii) execute, acknowledge and deliver to the Company, its successors, legal representatives and assigns, any and all further instruments and assurances necessary or expedient in order to vest rights assigned hereunder more effectively in the Company, its successors, legal representatives and assigns. This Assignment constitutes the entire and only agreement of the parties relating to the subject matter hereof and supercedes all prior representations, agreements, understandings, course of dealings and negotiations regarding the same.

STATE OF CALIFORNIA

COUNTY OF ORANGE

SS: 586-40-9978 Dated: 5/14/2002  
Name: CUNG N. PHAN

On this 14<sup>TH</sup> day of May in the year 2002, before me (the undersigned Notary Public who is duly commissioned and sworn), Cung Phan personally appeared and personally known to me or proved to me on the basis of satisfactory evidence to be the person who executed this Assignment.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal as of the effective date above.

[SEAL]

Angela Capata  
Notary Public in and for the aforesaid County and State



05/14/2002 TUE 19:03 [TX/RX NO 5937] 007

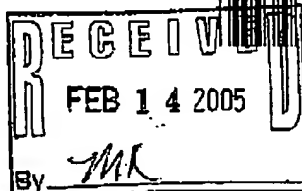


## UNITED STATES PATENT AND TRADEMARK OFFICE

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DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

FEBRUARY 08, 2005

PTAS

WESTMAN, CHAMPLIN & KELLY, P.A.  
JOSEPH R. KELLY  
SUITE 1600, INTERNATIONAL CENTRE  
900 SECOND AVENUE SOUTH  
MINNEAPOLIS, MN 55402

\*102810908A\*

UNITED STATES PATENT AND TRADEMARK OFFICE  
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PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE,  
ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY,  
SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 08/09/2004

REEL/FRAME: 015658/0382

NUMBER OF PAGES: 3

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:

ANAMEX CORPORATION

DOC DATE: 05/14/2002

ASSIGNEE:

SALES MANAGEMENT SYSTEMS, INC.  
5109-C2 EAST LA PALMA AVE.  
ANAHEIM, CALIFORNIA 92807

SERIAL NUMBER: 09736554

FILING DATE: 12/13/2000

PATENT NUMBER:

ISSUE DATE:

TITLE: SYSTEM AND METHOD FOR DISTRIBUTING IN REAL-TIME, INVENTORY DATA  
ACQUIRED FROM IN-STORE POINT OF SALE TERMINALS

SERIAL NUMBER: 09736543

FILING DATE: 12/13/2000

PATENT NUMBER:

ISSUE DATE:

TITLE: IN-STORE CUSTOMER DISPLAY DEVICE AND METHOD

015658/0382 PAGE 2

SERIAL NUMBER: 09756591

FILING DATE: 01/08/2001

PATENT NUMBER:

ISSUE DATE:

TITLE: SYSTEM AND METHOD FOR CONTROLLING ACCESS TO USER INTERFACE ELEMENTS

MARY BENTON, EXAMINER  
ASSIGNMENT DIVISION  
OFFICE OF PUBLIC RECORDS



08-11-2004

Attorney Docket No.  
M61.12-0297PATENT RECORDATION  
COVER SHEET

102810908

= record the attached original

To the Director of the U.S. Patent  
document or copy thereof.

1. Name of conveying party(ies):  
(1) ANAMEX Corporation  
(2) ---  
(3) ---

Additional name(s) of conveying party(ies)  
attached? [ ] Yes [ ] No

2. Name and address of receiving  
party(ies):

Name: Sales Management Systems, Inc.  
Internal Address:  
Street Address: 5109-C2 East La Palma  
Ave.  
City Anaheim State CA ZIP 92807

Additional name(s) & address(es) attached?  
[ ] Yes [ ] No

3. Nature of Conveyance:

☒ Assignment [ ] Merger  
[ ] Security Agreement  
[ ] Change of Name [ ] Other

Execution Date: May 14, 2002

- 4A. Application No.(s)

--- See Attached

If this document is being filed together with a  
new application, the execution date(s) of the  
Declaration of the application is: ---

Additional numbers attached? [ ] Yes [ ] No

- 4B. Patent No.(s)

Additional numbers attached?  
[ ] Yes [ ] No

09734554

5. Name and address of party to whom corres-  
pondence concerning document should be mailed:

Name: Joseph R. Kelly  
Street Address: Westman, Champlin & Kelly, P.A.  
Suite 1600  
International Centre  
900 Second Avenue South  
City: Minneapolis State: MN ZIP 55402

6. Total number of applications and  
patents involved: [---]

7. Total fee (37 CFR 3.41): .....\$ 40.00

8. Method of Payment

☒ Enclosed  
☒ The Director is authorized to  
charge payment of any additional  
recording fees or credit any  
overpayment to deposit account  
No. 23-1123.

08/10/2004 LABELLER 00000039 09734554

01 FC-8021

40.00

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any  
attached copy is a true copy of the original document.

Joseph R. Kelly  
Name of Person Signing

8-5-4  
Date

Total number of pages submitted: [---]

**Attached schedule**

**09/736,554**

**09/736,543**

**09756,591**

05/15/2002 10:19 FAX 949 790 8301  
 05/14/2002 19:03 7147811585

BROBECK IRVINE  
 SMS

008/009  
 PAGE 06

### PATENT ASSIGNMENT

This Patent Assignment ("Assignment") is effective as of the 14<sup>th</sup> day of May, 2002, by and between Sales Management Systems, Inc., a Nevada corporation ("Company"), and ANAMEX Corporation, a California S-corporation ("Assignor").

WHEREAS, Assignor has rights in U.S. Patent Application No. 09/736,554 entitled "System and method for distributing in real-time, inventory data acquired from in-store point of sale terminals", dated December 13, 2000; U.S. Patent Application No. 09/736,543 entitled "In-store customer display device and method", dated December 13, 2000; and U.S. Patent Application No. 09/756,591 entitled "System and method for controlling access to user interface elements", dated January 8, 2001 (collectively, the "Patent Applications").

WHEREAS, Assignor desires to assign all of its right, title and interest in and to the Patent Applications, and the Company desires to acquire the entire right, title and interest in and to the Patent Applications.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby acknowledges and agrees to the following:

Assignor does hereby acknowledge that Assignor has irrevocably sold, assigned, transferred and set over, and does hereby irrevocably sell, assign, transfer and set over, unto the Company, its successors, legal representatives and assigns, the entire right, title and interest (including any and all patent rights, copyrights, mask work rights, trade secret rights, trademark rights, sui generis database rights, rights of publicity, rights of privacy, moral rights and all other intellectual and industrial property rights of any kind anywhere in the world) in, to and under: (i) the Patent Applications and all applications and Letters Patent of the United States which may be filed and/or granted thereon and all divisions, reissues, renewals, continuations, continuations in-part and extensions thereof; (ii) all rights of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention which may hereinafter be substituted for it; (iii) all applications and patents which may hereafter be filed and/or granted for any of the inventions described in the Patent Applications in any country or countries foreign to the United States and all divisions, reissues, renewals, continuations, continuations in-part and extensions thereof (Items (i) through (iii) are collectively referred to as the "Assigned Patents"); and (iv) the right, if any, to sue or bring any action for past, present and future infringement of the Assigned Patents. Assignor hereby authorizes and requests the Commissioner of Patents of the United States, and any official of any country or countries foreign to the United States, whose duty it is to issue patents on applications for aforesaid, to issue all Letters Patent or foreign patents for the applicable Assigned Patents to the Company, its successors, legal representatives and assigns.

Assignor hereby covenants and agrees that Assignor will: (i) cooperate with the Company, its successors, legal representatives and assigns, in the prosecution of U.S. patent applications and foreign counterparts on the inventions described in the Patent Applications and any improvements thereon; (ii) communicate to the Company, its successors, legal representatives and assigns, any facts known to Assignor respecting the Assigned Patents, and testify in any legal proceedings, sign all required papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid the Company, its successors, legal representatives and assigns, to obtain, maintain and enforce proper patent protection for the Assigned Patents in all countries; and (iii) execute, acknowledge and deliver to the Company, its successors, legal representatives and assigns, any and all further instruments and assurances necessary or expedient in order to vest rights assigned hereunder more effectively in the Company, its successors, legal representatives and assigns. This Assignment constitutes the entire and only agreement of the parties relating to the subject matter hereof and supercedes all prior representations, agreements, understandings, course of dealings and negotiations regarding the same.

STATE OF CALIFORNIA )

SS: 550-04-2334 Dated: 5-14-02

COUNTY OF ORANGE )

Name: Thomas N. Pham

On this 14<sup>th</sup> day of May in the year 2002, before me, the undersigned Notary Public who is duly commissioned and sworn, [Thomas N. Pham] personally appeared and personally acknowledged to me on the basis of satisfactory evidence to be the person who executed the within instrument as VICE PRESIDENT on behalf of ANAMEX Corporation, and acknowledged to me that ANAMEX Corporation executed it.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal as of the effective date above.

(SEAL)

Notary Public in and for the aforesaid County and State



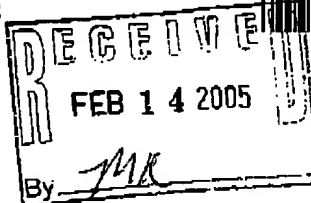
05/14/2002 TUE 19:09 [TX/RX NO 5937] 006

**UNITED STATES PATENT AND TRADEMARK OFFICE**UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND  
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

FEBRUARY 08, 2005

WESTMAN CHAMPLIN & KELLY  
JOSEPH R. KELLY  
900 SECOND AVENUE SOUTH  
SUITE 1600, INTERNATIONAL CENTRE  
MINNEAPOLIS, MN 55402

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RECORDATION DATE: 08/09/2004

REEL/FRAME: 015658/0736  
NUMBER OF PAGES: 4

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

## ASSIGNOR:

SALES MANAGEMENT SYSTEMS, INC.

DOC DATE: 01/20/2003

## ASSIGNEE:

MICROSOFT CORPORATION  
ONE MICROSOFT WAY  
REDMOND, WASHINGTON 98052

SERIAL NUMBER: 09736543

FILING DATE: 12/13/2000

PATENT NUMBER:

ISSUE DATE:

TITLE: IN-STORE CUSTOMER DISPLAY DEVICE AND METHOD

SERIAL NUMBER: 09736554

FILING DATE: 12/13/2000

PATENT NUMBER:

ISSUE DATE:

TITLE: SYSTEM AND METHOD FOR DISTRIBUTING IN REAL-TIME, INVENTORY DATA  
ACQUIRED FROM IN-STORE POINT OF SALE TERMINALS

015658/0736 PAGE 2

SERIAL NUMBER: 09756591

FILING DATE: 01/08/2001

PATENT NUMBER:

ISSUE DATE:

TITLE: SYSTEM AND METHOD FOR CONTROLLING ACCESS TO USER INTERFACE ELEMENTS

DIANE RUSSELE, PARALEGAL  
ASSIGNMENT DIVISION  
OFFICE OF PUBLIC RECORDS

08-11-2004

F. 4.01

PATENT RECORDATION  
COVER SHEET

102810971

Attorney Docket No.  
M61.12-0298

To the Director of the U.S. Patent and Trademark Office: Please record the attached original document or copy thereof.

1. Name of conveying party(ies):  
 (1) Sales Management Systems, Inc.  
 (2) ---  
 (3) ---  
 Additional name(s) of conveying party(ies)  
 attached? [ ] Yes [ ] No

2. Name and address of receiving  
 party(ies):

Name: Microsoft Corporation  
 Internal Address:  
 Street Address: One Microsoft Way  
 City Redmond State WA ZIP 98052

Additional name(s) & address(es) attached?  
 [ ] Yes [ ] No

3. Nature of Conveyance:

☒ Assignment [ ] Merger  
☐ Security Agreement  
☐ Change of Name [ ] Other

Execution Date: January 20, 2003

4A. Application No. (s)

--- See Schedule

If this document is being filed together with a  
 new application, the execution date(s) of the  
 Declaration of the application is: ---

Additional numbers attached? [ ] Yes [ ] No

4B. Patent No. (s)

Additional numbers attached?  
 [ ] Yes [ ] No

09736543

5. Name and address of party to whom corres-  
 pondence concerning document should be mailed:

Name: Joseph R. Kelly  
 Street Address: Westman, Champlin & Kelly, P.A.  
Suite 1600  
International Centre  
900 Second Avenue South  
 City: Minneapolis State: MN ZIP 55402

6. Total number of applications and  
 patents involved: [---]

7. Total fee (37 CFR 3.41): .....\$ 40.00

8. Method of Payment

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☒ The Director is authorized to  
 charge payment of any additional  
 recording fees or credit any  
 overpayment to deposit account  
 No. 23-1123.

08/10/2004 LMJELLER 00000136 09736543

01 FC:0021

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any  
 attached copy is a true copy of the original document.

Joseph R. Kelly  
 Name of Person Signing

Signature

8-5-4

Date

Total number of pages submitted: [---]

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AUG 28 2006

## ASSIGNMENT

WHEREAS, SALES MANAGEMENT SYSTEMS, INC, a wholly owned subsidiary of Microsoft Corporation, (hereinafter referred to as "Assignor") owns all right, title and interest in and to the inventions, patents and patent applications (hereinafter referred to as the "Intellectual Property") identified in Schedule A attached hereto; and

WHEREAS, MICROSOFT CORPORATION, a Washington Corporation, (hereinafter referred to as "Assignee"), is desirous of acquiring all right, title, and interest in and under the Intellectual Property.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns and transfers to the Assignee and the Assignee's legal representatives, successors and assigns, its full and exclusive rights in and to the Intellectual Property in the U.S. and every foreign country and its entire right, title, and interest in and to the Intellectual Property and related applications (e.g., provisional applications, non-provisional applications, continuations, continuations-in-part, divisionals, reissues, reexaminations, National phase applications, including petty patent applications, and utility model applications) that may be filed in the United States and every foreign country on the Intellectual Property, and extensions or derivations thereof, both foreign and domestic, that may issue thereon, and we do hereby authorize and request the Commissioner of Patents to issue U.S. patents to the above-mentioned Assignee agreeably with the terms of this assignment document.

UPON SAID CONSIDERATION, Assignor conveys to the Assignee the right to make application in its own behalf for protection of the Intellectual Property in the U.S. and countries foreign to the U.S. and to claim under the Patent Cooperation Treaty, the International Convention and/or other international arrangement for any such application the date of any earlier U.S. application (or any other application on the invention) to gain priority with respect to other applications.

IN WITNESS WHEREOF, Assignor has caused one of its officers to hereunder set his hand on the date shown below.

Date January 20, 2003

Vice President & Secretary  
Title

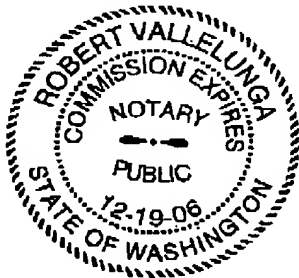
STATE OF WASHINGTON )

) SS:

COUNTY OF KING )

On this 20<sup>th</sup> day of January, 2003, before me, a Notary Public in and for said county, appeared Kevin J. Fay, who is personally known to me to be the same person whose name is subscribed to the foregoing assignment document, and acknowledged that he/she signed and delivered the document as his/her free and voluntary act for the uses and purposes therein set forth.

{SEAL}



Robert Vallelunga  
Notary Public

My Commission Expires: 12-19-06



**Schedule A**

Country	Appl/ Patent No.	Title	Filing Date
US	09/736,543	In-store Customer Display Device and Method	12/13/2000
US	09/736,554	System and Method for Distributing in Real-time, Inventory Data Acquired from In-store Point of Sale Terminals	12/13/2000
US	09/756,591	System and Method for Controlling Access to User Interface Elements	1/8/2001